CLAIMS

1. A method for facilitating shopping, comprising:

embedding at least one product data into a broadcast signal receivable by a broadcast receiver;

5   in response to a user command, transferring the data from the broadcast receiver receiving the broadcast signal to a portable memory media; and

inserting the portable memory media into a shopping computer to identify a product associated with the product data.

10   2. The method of Claim 1, wherein the user command is generated using a remote control device.

3. The method of Claim 2, wherein the shopping computer is a kiosk.

4. The method of Claim 1, wherein the product data includes at least one of the following: product type, model number, universal product code (UPC),

15   price, brand name, country of manufacture, or product availability.

5. The method of Claim 1, further comprising the acts of:

embedding at least one service data into a broadcast signal receivable by the broadcast receiver;

in response to a user command, transferring the data from

20   the broadcast receiver receiving the broadcast signal to the portable memory media; and

inserting the portable memory media into the shopping computer to identify a service associated with the service data.

6.   The method of Claim 5, wherein the service data includes at least one of the following: service provider, cost of service, or availability of the service.

7.   The method of Claim 5, further comprising the act of:

printing a hard copy of the product data or service data.

8.   The method of Claim 1, wherein the portable memory media is a flash memory device.

9.   The method of Claim 2, wherein the remote control device includes a "shop" button, the user command being generated when the "shop" button is depressed.

10.   The method of Claim 1, wherein the broadcast receiver is one of the following: a television or a radio.

11.   The method of Claim 9, further comprising the act of:

sending feedback to an advertiser representing interest in a particular commercial when the "shop" button is depressed.

12.   The method of Claim 1, wherein the product data is represented by a pointer that indicates where the detailed product information can be found within a database connected to a shopping computer.

13.   The method of Claim 12, wherein the pointer is one of the following: a symbol, an icon, a watermark, or a logo.

14.   A system for promoting purchase of a product, comprising:

at least one broadcast receiver receiving a signal having at least one product data therein;

at least one portable memory media removably engageable with the broadcast receiver;

at least one user input device to cause the product data to be stored on the portable memory media; and

at least one shopping computer distanced from the broadcast receiver and engageable with the portable memory media to receive the product data therefrom to promote a transaction involving the product.

15. The system of Claim 14, wherein the user input device is a remote control unit.

16. The system of Claim 14, wherein the shopping computer is a kiosk.

17. The system of Claim 14, wherein the product data includes at least one of the following: product type, model number, universal product code (UPC), price, brand name, country of manufacture, or product availability.

18. The system of Claim 14, wherein the signal received at the broadcast receiver further includes at least one service data.

19. The system of Claim 18, wherein the service data includes at least one of the following: service provider, cost of service, or availability of the service.

20. The system of Claim 14, further comprising:

an output device connected to at least one of: the broadcast receiver or the shopping computer.

21.   The system of Claim 20, wherein the output device is a printer.

22.   The system of Claim 14, wherein the portable memory media is a flash memory device.

23.   The system of Claim 15, wherein the remote control device includes a "shop" button, the "shop" button being toggled to cause the product data to be stored on the portable memory media.

24.   The system of Claim 14, wherein the broadcast receiver is one of the following: a television or a radio.

25.   The system of Claim 17, wherein the shopping computer is connected to a database, the shopping computer utilizing data stored on the portable memory media to access the database to retrieve additional product data.

26.   The system of Claim 25, wherein the additional product data includes at least one of the following: physical location of product in a store, coupons, or similar products.

27.   A broadcast receiver, comprising:

means for receiving a broadcast signal having at least one product data embedded therein;

means for receiving at least one user command; and

means for transferring the data from the broadcast receiver to a portable memory means, in response to the user command.

28.   The broadcast receiver of Claim 27, wherein the user command is generated using a user input means.

29.   The broadcast receiver of Claim 27, wherein the data is transferred from the portable memory means to a shopping means.

30.   The broadcast receiver of Claim 27, wherein a hard copy of the data is produced using a printing means.